

DRESSMAKING SCHOOL
NOW OPEN!
4.00 Course of Six Lessons
Sessions Daily, an hour and a half each.
Appointments at your convenience.

STORE OPEN 9 a. m. to 5 p. m.

HEARN

Fourteenth Street West of Fifth Avenue

See Gravure Section for Full Page
of Fall Fashions for every mem-
ber of the Family.

Great Values - Great Assortments - Great Merchandising Achievement - Great Success Assured

18th Great Fall Sale

The Great Shopping Opportunity of the Autumn

Every Department in the store is represented by Great Stocks of New
Desirable Merchandise, bought for Cash and offered in this Sale
at Unusual Price Savings

FOLLOWING ON SALE BOTH MONDAY AND TUESDAY

Little Tots' Tub Dresses
Plain and fancy—to 6 years—gingham and
chambray—Empire and belted styles—
our regular \$2.67

Limit 3.

Little Tots' Bloomers
Plain and fancy—to 6 years—little tots' bloomers,
dresses and romper dresses—Empire
and belted styles—Our regular \$2.87

Limit 3.

Little Tots' Skirts
White—to 6 years—Little Tots' Gertrude and
Princess Skirts—embroidered and lace
trimmed. Our regular .97.

Limit 3.

Little Tots' Tub Dresses
Plain and fancy—to 6 years—Little Tots' Tub
Dresses—gingham and chambray—Empire and
belted styles—Our regular \$1.97.

Limit 3.

Babies' White Corduroy Coats
Padded linings—sleeves to 3 yrs.—
Our regular 4.97.

Limit 2.

Babies' Silk Caps
White—6 months to 3 yrs.—silk poplin
—warmly lined—our reg. .97.

Limit 3.

Babies' Shirts
Fine Half Wool—sleeves to 3 yrs.—our
reg. .97 and \$1.25.

Limit 3.

Women's Full Fashioned Hose
Black cotton—extra fine quality—regu-
lar sizes—our reg. .75.

Limit 3 pr.

Women's Black Silk Hose
Full fashioned—in all sizes—
our reg. \$2.87.

Limit 3 pr.

Women's Black Silk Hose
Full fashioned, all silk—all sizes—
our reg. \$3.27.

Limit 3 pr.

Men's Handkerchiefs
Large size—1/2-inch hem—very good
value—\$1.08 1/2 doz.—each 14

Limit 2 Doz.

Women's or Children's Handkerchiefs
Plain hem—very good value—
our reg. .84 1/2 doz.—each 11

Limit 2 Doz.

**Women's 2-Clasp Washable
Chamoisette Gloves**
White, black and brown—Paris points and four
rows of self-embroidery—
our reg. \$1.15.

Limit 2 Pair

**Women's Medium Weight
Vests and Drawers**
Various styles—regular and extra
sizes—our reg. \$1.07.

our reg. \$1.17.

Boys' Gray Fleece Union Suits
High neck—long sleeves, ankle length—
our reg. \$1.37.

Limit 3

Men's & Women's Black Umbrellas
Fancy trimmed handles—
our reg. \$4.49.

Limit 2

Men's Stylish Suits
Newest in Fall styles for men and for young
men—single or double-breasted—stripes, plain
colors, etc.—made of the finest wools and
worsted—best workmanship—regulars,
stouts, shorts and long—
our reg. \$70.00 to \$90.00.

57.75

Men's Trousers
Strong and durable. A large assortment in
stripes. Sizes 30 to 50—
our regular \$5.95.

Limit 1 pair

Men's Felt Hats
Brown, green, gray and black. Good
finish. In all sizes. Our regular \$3.25

Limit 2

Men's Flannel Shirts
Gray or khaki. Collar attached. Well made.
Sizes 14 to 18 neck—
our regular \$2.95.

Limit 2

Men's Starch Cuff Shirts
Made of fine close weave percale. Neat col-
ored stripes on white ground. Washed and
hand ironed. Well made. All sizes—
Our regular \$2.95.

Limit 3

Men's Ribbed Underwear
Gray or tan—winter weight shirts or
drawers. All sizes—Our regular \$1.48

Limit 3 Sets

Men's Fine Union Suits
Soft finish. Reiss, Chalmers, etc.
All sizes. Our regular \$3.00.

Limit 3

Table Oil Cloths
1 1/2 yards wide—assorted colors and
designs—our reg. .68

Limit 12 yds.

Opaque Window Shades
7x3 feet—in assorted colors, complete with
slat and brake—mounted on dependable
rollers—our reg. .87.

Limit 2 doz.

Now---Our Great Fall Sale

FOLLOWS in the footsteps of our other
famous Annual Sales, each one featuring
compelling values and each one of
dominant interest to economy seekers.

FOR nearly one hundred years Hearn has
offered at regular intervals during the
year SALES that deserve being termed
"great." Some of these sales last a month,
others not so long; but whatever the duration
of the sale, the assortments and matchless
values are maintained until the very last day.

AS in the case of the Fall Sale, other at-
tractive sales, such as "Exceptional
Sales," "Morning Specials" and "Start-
of-Season Sales," occur simultaneously with
the usual annual events, thus offering double
attraction to the thrifty.

THIS liberal policy has been in force
during the life of the Hearn store, which
was established in 1827 and is still
owned and controlled by the same family.

Junior Boys' Suits

Russian and Dutch models in good quality cor-
duroy—colors are brown, green, gray, tan and blue—
some with washable tops—
sizes 3 to 8 yrs.—our reg. \$5.94.

Limit 2

Boys' Fall Coats—2 1/2 to 8 Years
Made of all wool navy serges—also Fall mixtures—
full belt or belted back—plain or pleated styles—
some with extra sailor collars—
our reg. \$8.74 and \$9.74.

Limit 2

Boys' Shirts
In the newest colors and patterns—in light and
medium striped percales—neck band styles with
French cuffs—
sizes 12 to 14 1/2—
our reg. \$1.50.

Limit 3

Boys' Blouses
In the newest Fall patterns and colors—in light
and medium striped percales—collars attached—
sizes 4 to 15 years—
our reg. \$1.48.

Limit 3

Boys' Caps
In the newest Fall styles and colors—brown,
gray and fancy mixtures—in large and
small styles—our reg. \$1.48.

Limit 3

Corsets
Pink—fancy broche—medium low bust—spon-
steel. Sizes 20 to 30—
Our regular \$4.00.

Limit 2

White Brassieres
Firm material, reinforced under arms—lace yoke.
Sizes 36 to 48—
Our regular \$1.00.

Limit 2

Taffeta Petticoats
In various models—in black, navy and change-
able colors—
Our regular \$6.65.

Limit 2

Sateen Petticoats
King blue, French blue, amethyst, gray, green,
rose, purple, black, white and flesh—
Our regular \$3.65.

Limit 2

Lace Vestees
White and ecru—Tuxedo collar—9 rows
of lace—our regular .94.

Limit 3

Velvet Bags
The black are of chiffon velvet; the blue and
brown are made of fine silk velvet, with change
compartment or mirror and purse—
our regular \$4.87.

Limit 3

Cowhide Frame Bags
Keritol linings—rivet frames—black and brown—
ring handles—
our regular \$11.60.

Limit 2

Novelty Jewelry
Bar pins, cuff links, pearl necklaces, scarf pins
and bracelets—
our regular .50 and .57 each.

Limit 4

Attractive Character Baby Dolls
With wigs—composition bodies—
our reg. \$1.96.

Limit 3

Stuffed Animals
Cats and dogs—a non-breakable toy that will
amuse any small child—
our reg. .68.

Limit 3

48-in. All Wool Velours

Smartest Fall shades, include taupe, beaver, rein-
deer, raccoon, henna, bluebird, olive, drake, seal
brown, navy and black—
our reg. \$4.28.

Limit 15 yards.

All Wool Heather Tweeds
56 inches wide—regular men's weight suitings in
tan, brown, gray and olive mixtures in
plain or striped effects—our reg. \$2.45.

Limit 15 yards.

10-yd. Piece Longcloth
Light and practical for blouses, frocks,
aprons and boys' blouses—our reg. \$2.80 pe.

Limit 2 pieces.

White Madras
Excellent for tailored blouses and men's
and boys' shirts or blouses—our reg. .48.

Limit 15 yards.

Striped Gingham
Extra firm weave. Splendid for blouse frocks,
aprons and boys' blouses—our reg. .40.

Limit 20 yards.

Printed Shirtings
Desirable for boys' and men's shirts and
women's wear—our reg. .57.

Limit 20 yards.

36-in. Lining Satins
Soft finish, excellent quality for lining suits and
wraps. Include gray, brown, tan, rose, Copen,
black and others.

our reg. \$1.97.

Limit 15 yards.

27-in. Domet Flannel
Bleached, heavy quality—
our reg. .62.

Limit 15 yards.

Nearly All Wool Blankets
White with contrasting colored borders; also plaid
designs. Full size.

our reg. \$16.94.

Limit 3 pair.

Jacquard Comfortable Blankets
Eiderdown finish, effective designs in richly com-
bined colorings. Also bath robe blankets (with
cord sets) and auto or travelling rugs in
handsome patterns—our reg. \$7.95.

Elsewhere 8.50

Limit 3 pair.

Full Size Silkoline Comfortables
Flowered patterns with plain or flowered backs.
Well stitched, medium weight,
cotton filled—our reg. \$6.37.

Limit 3.

New Feather Pillows
Down-filled, excellent quality tickings:
20x28 in. Our reg. \$5.27.

22x28 in. Our reg. \$5.97.

24x30 in. Our reg. \$6.75.

26x30 in. Our reg. \$7.47.

Limit 6.

36-inch Bleached Muslin
Fine quality; mill lengths of 10 to 20
yds. Regular value .34.

Limit 20 yards.

Sheets (81x90 ins.)
Soft finish, suitable for full size beds.
Our regular \$2.37.

Limit 6.

Sheets (90x90 ins.)
Standard quality sheeting. No dressing.
Our regular \$2.69.

Limit 6.

A. C. A. Striped Tickings
Durable grade for feather beds and mat-
tresses. Our regular .56.

Limit 15 yards.

Marseilles Bedspreads
Fine quality satin finish spreads in a variety of
pretty designs.

our reg. \$8.47.

Limit 3.

"Icoroyd" Salve Jars
Ivory tint holder, glass lined. Fancy pat-
terns. Value .54.

Limit 4.

"Icoroyd" Hair Brushes
Excellent quality, ivory tint.
Our regular \$2.96.

Limit 4.

**"Icoroyd" Ivory Tint
Nail Buffers**
Our regular .96.

Limit 2.

Ready-Made Dust Caps
Neatly taped Dutch effects or elastic draw-
string styles. Striped and checkered pat-
terns in dark colorings. Our regular .10

4 for .21

Stamped Night Dresses
Good quality muslin stamped in pretty designs
for eyelet or solid embroidery. Garments
ready made just for embroidery. Our reg. \$1.44.

.92

Reversible Velour Portieres

7 ft. 6 in. long. Artistic color; combinations
include blue and rose, blue and red, rose and
gold, blue and mulberry and others.

Value \$39.50.

Limit 2 Pair

Fine Wilton Rugs
8x12. Neat carpet designs on blue, tan and
rose colored grounds—
Value \$125.00.

Limit 2

40-inch Charmeuse
Rich soft finish—good assortment of street and
evening colors including black—
our reg. \$3.25.

Limit 15 Yards

35-inch Taffetas
Lustrous chiffon finish—desirable colors for street
and evening wear—
our reg. \$1.95.

Limit 15 Yards

Fine Twill All Wool Serges
45 inches wide—colors include brown,
navy and black—our reg. \$3.48.

Limit 15 Yards

54-inch All Wool Tricotine
Close diagonal weave—brown, navy
blue and black—our reg. \$4.28.

Limit 15 Yards

50-inch All Wool Broadcloth
Rich lustrous quality—ponged and shrunk—
colors are raccoon, reindeer, delft, beaver, blue
bird, drake, henna, seal brown, navy
and black—our reg. \$5.38.

Limit 15 Yards

Trimmed Velvet Hats
In black, navy blue, brown, red, Pekin, henna,
pheasant and other smart colors—in a variety
of styles and trimming—
our reg. \$3.95.

Limit 3

Trimmed Dress and Tailored Hats
Black, navy, red, henna, brown and many smart
combinations—in a variety of styles, smart trim-
ming, including ostrich, fancy novelties and em-
broideries—fancy pins and other orna-
ments—our reg. \$8.50.

Limit 3

Untrimmed Velvet Hats
Large and medium shapes in newest Fall models.
Colors are henna, copen, blue, sand, taupe, brown,
red, navy and black—
our regular \$4.74.

Limit 2

Ostrich Bands
Smart effects in henna, navy, sand,
copen and black. Our regular \$2.45.

Limit 2

Women's Serge Skirts
Black and navy. New models. Novelty pockets.
Full shirred backs. Detachable belts.
Sizes 26 to 32. Our regular \$8.97.

6.55

Women's Coats
Many Brown mixtures, half-lined or lined through-
out—plain or figured linings—various models
in silvertone materials in the group—
all sizes—our reg. \$32.74.

20.50

**Women's Extra Size
Plush and Cloth Coats**
Heavily interlined—pleated back, button trimmed
—lined—throughout—convertible collar—full 48
or 50 inch—bust, 43 to 53—
our reg. \$45.74 to \$51.74.

37.50

Women's Coats and Wraps
Made of velour and kersey—various other materials
in the lot—belted models—fancy stitching—
button-trimmed—lined throughout with fancy
silk and heavily interlined—
all sizes—our reg. \$49.74.

29.50

Fur Scarfs
Various kinds of furs in shawls or open animal
scarfs—our reg. \$29.97.

and \$32.97.

19.75

Seal Muffs
Melon shape, with hand ring—
silk lined—our reg. \$17.97.

10.94

Scarfs of Taupe or Poiret Fox
Also black lynx—open or double animal—crepe
de chine lined—finished with a chain—
our reg. \$78.00.

55.00

Skunk Animal Scarfs
Muffs—our reg. \$69.97.

55.00

Hudson Seal Neck Pieces
Trimmed with squirrel—melon shaped muffs to
match scarf—finished with ring—
Muff—our reg. \$39.97.

29.75

**Kit or Black Coney Shawl
or Animal Scarfs**
Silk lined—
our regular \$12.97.

10.00

Women's and Misses' Fine Tricotine Dresses
In navy blue—silhouette model—flat braid trim-
ming—collar with Persian medallion and button
trimmed—
our regular \$28.50.

19.67

18th Great Fall Sale

Women's and Misses'

Tailored SUITS

There's a snap in the air that is Nature's first
hint of colder days soon to come and the need
of purchasing your new suit immediately. The
timeliness of the Fall sale gives double value
to its striking economies and significance to the
fashions, which are very new.



**Women's Suits
Fall Sale, 29.50**

Our regular \$42.75

The attractive model sketch-
es of broadcloth and comes in
navy blue and brown—embroid-
ery in a novel design of crescents—
and a handsome neckline collar
gives the suit distinction and
the look of a higher-cost model.
Another style in velour, with
sealine collar and pocket trim-
mings, comes at this price also.

**Misses' Suits
Fall Sale, 25.00**

Our regular \$34.75

The sketch pictures for you the
smart silvertone suit, which is
one of the models at this price.
Other styles, in velour, are made
with straightline pleated coats
or coats with a semi-ripple flare.
With such a choice the most crit-
ical miss cannot fail to find in this
group a fashion which becomes her.

Your Home Will Be More Charming With These New Draperies

Great new stock of every kind of drapery and upholstery
fabric makes this section a wonderful place just now, and
fairly radiates warmth and color for the gray Winter days
ahead. Prices are much lower than you would expect to
find them, owing to fortunate purchases for cash made
well in advance.

Special Purchase

Drawnwork Scrim Bed Sets

Special 24.00

Filet motif centres and inserts side valance. Bolster sham.
Values \$29.50 to \$38.50

Imported Panel Net Curtains
2 1/2 yds. long—Marie Antoinette
and Lacet designs—Arabian or
white—
value \$12.50.

9.94

**Special Offering Fine Grade
Scrim Curtains**—cluny, antique